INFORMATION LETTER

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Canners Urged To Be Familiar with Pesticides and To Follow Recommendations of State Agencies To Attain Their Best Use

General recommendations for the most efficient use of pesticide chemicals on canning crops were given by Dr. C. H. Mahoney, Director of the N.C.A. Raw Products Research Bureau, at the annual meeting of the Iowa-Nebraska Canners Association October 31.

Dr. Mahoney emphasized the importance of using pesticides for the control of plant pests and diseases, so as to obtain quality crops requiring the least amount of handling, trimming and sorting in the canning plant, while avoiding any misuse of a pesticide that might affect adversely the marketability of a crop.

Canners and their field staffs should be familiar, he said, with all of the pesticides which have been registered with the FDA and the tolerance levels prescribed by the FDA for canning crops. He reported that it has been found that when growers used the proper formulations and dosages and had not applied the chemical closer to harvest than was recommended, their crops were well within the residue tolerances.

Generally, Dr. Mahoney said, the administration of the Miller bill has been quite satisfactory and helpful both to growers and canners.

The official regulations of the FDA list the approved pesticides and their tolerance levels. Dr. Mahoney suggested, however, that a useful guide on pest control is the *Agriculture Handbook No. 120*, published by the USDA, and he recommended that each canner provide his field staff with a copy. This publication lists the more important insect pests for the principal fruit and vegetable crops and the pesticides which have been recommended for their control, together with the official tolerances on the fresh commodity.

The research workers at the state agricultural colleges and state experiment stations are familiar with the pesticide chemicals law and the regulations, and their recommendations on pesticides and their use are valuable and should be followed, Dr. Mahoney stated.

Canners and their field staffs should be thoroughly familiar with all of the pesticides which have been registered for use on canning crops, he repeated. Experience has shown it necessary that canners be familiar also with pesticides being used on rotation crops grown on the same land and pesticides being used on adjacent fields.

There have been many more seizures of processed products which contained excessive contamination due to insects or insect parts than for excessive residues, Dr. Mahoney said. "Therefore, a well-planned insect and disease control program is a necessity for most canning crops. Since the canner is responsible for the product that he packs, he and his field staff should see to it that their growers follow to the letter a control program which is based upon extensive research."

Another N.C.A. contribution to the Iowa-Nebraska meeting was the filmstrip entitled "Target for Tomorrow," which shows how the many different markets for canned foods are approached by different—but specifically appropriate—messages for each audience.

Raw Products Convention Program Designed To Inform Management

The Raw Products program at the 1959 N.C.A. Convention in Chicago will consist of two morning sessions and one technical luncheon. The subject matter of the programs has been designed specifically for management in order to keep them abreast with developments in various fields of raw product production and raw product quality control.

The three sessions devoted to raw product problems will be held Sunday and Monday, February 22 and 23. Following are details of program:

Quality Evaluation

Sunday, Feb. 22, 10 a.m. to 12 noon.

Panel: Research on Raw Product Quality Evaluation

Presiding: Fred S. Wyatt, Chairman, N.C.A. Raw Products Committee

Influence of Maturity and Ripening on Quality of Peaches and Pears—Sherman Leonard, California Experiment Station, Davis

Measurement of Tomato Color, Defects and Internal Quality—Dr. Arthur Sidwell, Agricultural Marketing Service, USDA

Factors Influencing Quality of Apple Slices and Sauce—Dr. Robert W. Wiley, Maryland Experiment Station, College Park

Objective Measurements of Raw Lima Bean Quality—Dr. Amihud Kramer, Maryland Experiment Station, College Park

Raw Product Quality Measurements of Sweet Corn—Dr. Amihud Kramer, Maryland Experiment Station, and Dr. W. A. Gould, Ohio Experiment Station

Raw Product Handling

Sunday, Feb. 22, 12:30 p.m. (luncheon)

Panel: Industry Appraisal of Recent Developments in Raw Product Handling

Presiding: Max D. Reeder, Chairman, N.C.A. Raw Products Technical Advisory Committee

Tomatoes—W. H. Schilbe, Libby, McNeill & Libby, and A. W. Hoguet, Campbell Soup Company

Cherries—Ray T. Floate, Michigan Fruit Canners, Inc.

Apples, Beans, Beets—Ben Miles, Alton Canning Company, Inc.

Spinach, Carrots, Squash, Peas—Norm Reath, Gerber Products Company

Breeding

Monday, Feb. 23, 10 a.m. to 12 noon.

Panel: Current Developments in the Breeding of Canning Crops

Presiding: P. K. Shoemaker, N.C.A. Raw Products Committee

Breeding Dwarf Tomatoes for Mechanical Harvesting—Dr. E. C. Stevenson, Purdue University

Type and Quality Requirements of the Tomato Canning Industry—a panel of industry representatives
Tomato Breeding Objectives of the Agricultural Experiment Stations and the USDA—Dr. C. H. Mahoney, Director, N.C.A. Raw Products Research Bureau
Breeding Disease-resistant Peas—Dr. Don W. Barton, New York Experiment Station
Breeding Carrots and Beets—Dr. W. H. Gabelman, Wisconsin Experiment Station
Breeding Peaches and Pears—Dr. Edwin A. Crosby, N.C.A. Raw Products Research Bureau

FDA Establishes New Post for Coordinating Research

The Food and Drug Administration has established a new position, that of Scientific Director, for the purpose of strengthening and coordinating FDA research. Dr. Paul L. Day, biochemist of the University of Arkansas School of Medicine, has been appointed to the new post.

In an announcement Commissioner George P. Larrick was quoted as follows:

"This position has been established to strengthen the scientific organization of the FDA. The Food and Drug Administration faces new and highly complex scientific problems. Dr. Day has a distinguished record in the organization and conduct of research programs. He will be responsible for maintaining the scientific quality of our work and for coordinating all of our research efforts, both in Washington and in our field laboratories across the country."

The existing organization of FDA's Bureau of Biological and Physical Sciences will not be disturbed, according to the announcement. Robert S. Roe, Director of that Bureau, will continue to direct the programs of the Bureau. Dr. Day's assignment, it was explained, will be to work as the staff arm of the Commissioner in the formulation of broad scientific policy. He will also work directly with FDA scientists in the designing of experimental programs to achieve the objectives of the FDA.

Dr. Day has been with the University of Arkansas School of Medicine for the past 31 years, during which it has become an important center of medical research. He will leave the positions of professor and head of the Department of Biochemistry and assistant dean of the Graduate School.

Dr. Day will assume his new position with the FDA sometime before the first of the year.

Burns Speaks at Dedication of Shannon Hall, Morrisville

A new food processing laboratory at the New York State Agricultural and Technical Institute at Morrisville, N. Y., which has been named for the late Fern Shannon, of the W. N. Clark Company, Rochester, was dedicated October 28 in ceremonies at which N.C.A. President Edward E. Burns was a speaker.

Mrs. Shannon unveiled commemorative plaques honoring her husband.

Mr. Burns paid tribute to Mr. Shannon as the first chairman of the Education Committee of the New York State Canners and Freezers Association. Mr. Shannon led the group instrumental in starting the food technology course at Morrisville in 1945. The Association's Education Committee worked closely with the Morrisville authorities in the design of the building and also did much to convince the state legislature that such a building was needed. The $400,000 building contains offices, laboratories, processing and storage rooms, and classrooms.

Mr. Burns stated that "Shannon Hall is an example of 'education on the march.' It has taken vision, loyalty and hard work by men of the canning industry as well as company and state association endowment to reach this goal." He cited the establishment of the new building as part of the current trend in colleges, universities and schools of specialization like Morrisville toward enlargement of their facilities. The training of technologists is especially important to the canning industry, he said.

Former Lieutenant Governor Frank C. Moore, now president of the State University Board of Trustees, was another speaker who pointed up the value of the new facilities.

N.C.A. Meetings on Standards

The N.C.A. Committees on Standards for Fruit Juice Drinks and Fruit Nectars met in Washington October 23-24 for further consideration of the proposed standards of identity for these two classes of products.

The Committees reached agreement on the principal questions involved in the formulation of standards for these products. A revised draft of proposed standards for fruit nectars has been submitted to packers for comment.

Vegetable Growers Problems and Practices in New Jersey

Grower-processor relations with regard to asparagus and tomatoes in New Jersey are examined in a report, *Problems and Practices in Marketing Vegetables through Processing Plants in New Jersey and the Northeast*, issued by Rutgers University, in cooperation with the USDA.

Among the topics covered, separately for asparagus and tomatoes, are the year-by-year consistency with which growers produced those crops, the stability of contractual arrangements with processors, fulfillment of contract provisions, and services performed for growers by processors.

The report also discusses, from the grower's point of view, marketing practices—advantages of contracts and selecting the processor; marketing problems—labor supply, contract arrangements, and inspection and grading; grower organizations—bargaining associations and grower unions; and marketing orders.

Forthcoming Meetings

Nov. 6—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago

Nov. 10-11—Wisconsin Canners Association, 54th Annual Convention, Schroeder Hotel, Milwaukee

Nov. 10-12—Grocery Manufacturers of America, Inc., Annual Meeting, Waldorf-Astoria, New York City

Nov. 17-19—Georgia Canners Association, Annual Convention, King & Prince Hotel, St. Simons Island

Nov. 19-21—Association of Pacific Fisheries, 45th Annual Meeting, and Annual Meeting of N.C.A. Northwest Branch, Ojai Valley Inn, Ojai, Calif.

Nov. 19-21—Indiana Canners Association, Fall Meeting, French Lick

Nov. 20-21—National Agricultural Chemicals Association, Annual Meeting, Lord Baltimore Hotel, Baltimore

Nov. 23-25—Pennsylvania Canners Association, 44th Annual Convention, Yorktowne Hotel, York

Nov. 24-25—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

Dec. 1-3—Ohio Canners Association, 51st Annual Convention, Dayton Biltmore Hotel, Dayton

Dec. 1-2—Tri-State Packers Association, Annual Convention, Benjamin Franklin Hotel, Philadelphia

Dec. 4-5—New York State Canners and Freezers Association, 73d Annual Convention, Hotel Statler, Buffalo

Dec. 7-9—Ontario Food Processors Association, 25th Annual Convention and Machinery and Supply Show, Royal York Hotel, Toronto

Dec. 8-11—Vegetable Growers Association of America, Annual Convention, Public Auditorium, Cleveland

Dec. 9—Minnesota Canners and Freezers Association, 52d Annual Convention (afternoon business session for canner members only), Hotel Radisson, Minneapolis

Schedule of Meetings of USDA Advisory Committees

USDA has announced the schedule of annual meetings of its research and marketing advisory committees for the coming year, the 12th year of such meetings.

The advisory groups, 25 in number, are appointed by the Secretary of Agriculture under provisions of the Research and Marketing Act of 1946. Representing all segments of U. S. agriculture, the committees offer guidance to the USDA in appraising and planning research and service programs to improve the production, marketing, and utilization of agricultural products.

Seventeen of the advisory committees are concerned with farm commodities and the other eight advise in specific functional areas.

Following is the schedule of 1958-59 meetings for most of the USDA advisory committees:

Nov. 3-5—Food and Nutrition, Washington, D. C.
Nov. 17-20—Refrigerated and Frozen Products, Washington, D. C. (Nov. 17 in Philadelphia)
Dec. 1-4—Potato, Washington, D. C.
Dec. 1-4—Rice, Beaumont, Texas
Dec. 8-10—Home Economics, Washington, D. C.
Dec. 17-19—Economics, Washington, D. C.
Jan. 5-8—Deciduous Fruit and Tree Nut, Washington, D. C.
Jan. 14-16—Soils, Water, and Fertilizer, Washington, D. C.
Jan. 21-23—Poultry, Washington, D. C.
Jan. 28-30—Food Distribution, Washington, D. C.
Feb. 2-4—Seed, Washington, D. C.
Feb. 9-13—Vegetable, an extensive tour of the Lower Rio Grande Valley, Texas
Feb. 11-13—Farm Equipment and Structures, Washington, D. C.
Feb. 23-26—Livestock, Knoxville, Tenn.
Feb. 23-26—Citrus and Subtropical Fruit, Riverside, Calif.
Feb. 24-26—Transportation, Washington, D. C.

Population Growth in U. S. Greatest in the West

A continuing and widespread redistribution of the population of the United States since April 1, 1950, the date of the last census, is reflected in revised estimates of state population for July 1, 1957, just issued by the Bureau of the Census.

The population of the West increased by about 26 percent, or twice the national average of 13 percent, during the seven-year period. The largest actual gain was recorded for the North Central states, about 5.7 million. Of the four principal regions the Northeast had both the smallest absolute and relative gains.

Six states each gained more than a million inhabitants. Listed in order according to their actual population gains, the six are California, Texas, Florida, Michigan, New York, and Ohio.

Alaska has shown the greatest rate of increase, 64 percent, since 1950. Among the present 48 states, Nevada led with a 63 percent increase, and other states with percentage gains well above average were Florida (52 percent), Arizona (44 percent), Delaware (37 percent), California (31 percent), Colorado (25 percent), Maryland (24 percent), Utah (22 percent), and Michigan (21 percent).

Region and State	Total population July 1, 1957	Increase or decrease(−) April 1, 1950, to July 1, 1957	
	(thousands)	(thousands)	(percent)
New England	9,536	521	+5.6
Maine	939	25	+2.8
N. H.	573	40	+7.5
Vt.	370	−8	−2.1
Mass.	4,827	136	+2.9
R. I.	857	65	+8.2
Conn.	2,269	262	+13.0
Middle Atlantic	32,776	2,613	+8.7
N. Y.	16,148	1,318	+8.9
N. J.	5,617	781	+16.2
Pa.	11,011	513	+4.9
East North Central	34,979	4,579	+15.1
Ohio	9,206	1,260	+15.9
Ind.	4,507	573	+14.6
Ill.	9,699	987	+11.3
Mich.	7,705	1,334	+20.9
Wis.	3,861	426	+12.4
West North Central	15,214	1,153	+8.2
Minn.	3,318	335	+11.2
Iowa	2,783	162	+6.2
Mo.	4,238	284	+7.2
N. D.	645	26	+4.2
S. D.	693	41	+6.2
Nebr.	1,437	112	+8.4
Kans.	2,100	194	+10.2
South Atlantic	24,761	3,578	+16.9
Del.	434	116	+36.6
Md.	2,895	552	+23.6
D. C.	820	17	+2.2
Va.	3,828	509	+15.4
W. Va.	1,963	−42	−2.1
N. C.	4,472	410	+10.1
S. C.	2,368	251	+11.9
Ga.	3,771	326	+9.5
Fla.	4,209	1,438	+51.9
East South Central	11,815	338	+2.9
Ky.	3,043	98	+3.3
Tenn.	3,443	152	+4.6
Ala.	3,162	100	+3.3
Miss.	2,166	−13	−0.6
West South Central	16,277	1,740	+12.0
Ark.	1,780	−130	−6.8
La.	3,066	382	+14.2
Okla.	2,257	23	+1.0
Texas	9,175	1,464	+19.0
Mountain	6,288	1,213	+23.9
Mont.	671	80	+13.5
Idaho	645	56	+9.5
Wyo.	317	26	+9.1
Colo.	1,663	338	+25.5
N. M.	813	132	+19.4
Ariz.	1,078	328	+43.8
Utah	840	151	+21.9
Nev.	262	101	+63.4
Pacific	18,347	3,861	+26.6
Wash.	2,725	346	+14.5
Ore.	1,743	222	+14.6
Calif.	13,879	3,293	+31.1
Continental U. S.	170,292	19,596	+13.0
Outlying areas:			
Alaska	211	83	+64.3
Hawaii	613	113	+22.6
Puerto Rico	2,282	71	+3.2
American Samoa	20	1	+5.0

Factors Favoring Consumption of Canned Foods To Continue

In a discussion of future prospects for the canning industry, N.C.A. Vice President Norman Sorensen this week forecast a continuing rise in canned foods production and consumption over the next 20 years.

He addressed the Label Manufacturers National Association at its annual meeting in Chicago October 29, pointing out that canned foods popularity has increased materially during the last two decades and that it would appear that the same factors that made that increase possible will continue.

Mr. Sorensen pointed out that canned foods have the advantages of stability of price with greater economy, together with high nutritive value and the guarantee of cleanliness, and they appeal particularly to the younger generation which is better informed on foods and food values.

Government authorities predict that the U. S. population will be considerably more than 200 million by 1975. Mr. Sorensen predicted that the consumption of canned foods will continue to rise faster than the population with the result that Government statistics will reflect even higher per capita consumption of that form of food.

Mr. Sorensen's appearance at the Label Manufacturers' meeting and highlights of his address were publicized by N.C.A. in a press release sent to selected newspapers in Illinois and Wisconsin, the newspaper and radio wire services, and the trade journals.

REPORTS ON ASSOCIATION ACTIVITIES

Statistics Division

One of the activities of the Statistics Division which has an important effect on the impression created about the Association within the canning industry, as well as the general public, is the way in which the many requests for facts and figures received during the year are handled. Each year the Division of Statistics receives 300 to 400 special requests for information, an average of about 1½ every working day. These requests cover a wide range of subjects and complexity.

As would be expected, most of the requests come from canners. However, other business firms, principally in the allied industries, account for the second largest group of requests. Advertising and public relations firms (many of whom are employed by a canner member), U. S. Government agencies and educational institutions (including students) rank next in frequency of requests for information that come to the Division. The proportion of all requests received in the Division during the course of a year that come from various types of agencies in order of relative frequency is as follows:

Source of Requests	Percent of All Requests Received
Canners	27
Business firms (principally allied industries)	18
Advertising and public relations firms	12
Educational institutions (including students)	9
U. S. Government agencies	7
State and regional canners associations	4
Economic, marketing research and management consulting firms	4
Other Divisions of N.C.A.	3
Other associations (trade and professional)	3
Publishing firms	3
Foreign countries	3
Brokers and wholesalers	2
Banking and credit firms	2
All other	3

The number of requests for various types of data has been showing some significant shifts in recent years. Most pronounced has been the increasing proportion of requests for marketing information of various kinds. Included in this category are requests for basic marketing data including such things as population trends, sizes of families, per capita consumption, institutional sales, marketing potentials, geographic distribution, advertising costs, military and other government purchases, regional or city differences in purchasing canned foods, retail sales performance of canned foods, and, from time to time, assistance and guidance in setting up a marketing research program.

During the past six years, the number of requests for marketing data has increased from less than one-tenth to about one-third of all requests received. Requests for pack data on canned foods account for about one-fourth of all requests. Ranking third in frequency are requests for various types of industry data such as the value of canned foods packed, trends in number of canners by regions or the U. S. as a whole, and general industry data such as value of shipments, number of employees, and pay roll.

During the first nine months of 1958 the number of requests for lists of canners of certain canned products has increased. These requests originate from other canners or from people who wish to buy canned foods.

As statistical quality control has become more widely known and adopted by canners, the frequency of requests on this subject has also increased. About 6 percent of all requests received to date during 1958 are in this area. The kind of information supplied includes references, preparation and printing of control chart forms, answers to questions concerning sampling procedures, and the development of a suggested statistical quality control procedure in certain types of operations.

Information supplied in answer to the numerous requests in the container field include data concerning the proportion of various can sizes, net contents of containers, sizes used in automatic dispensers, conversion factors, and cost of containers. During recent years this type of request has been quite constant at about 5 percent of all requests received. Raw product data such as production by states, yield, prices received by farmers, total acreage, parity relationships, etc. account for 4 to 5 percent of all requests received. After a lull in 1955 and 1956 there is some indication that there is increasing interest in cost accounting and cost data generally.

Other types of data supplied in answer to the requests received directly or referred to the Division include canned food prices, price indexes, the share of the consumer's dollar for various canned foods that goes to the farmer, financial and operating ratios, foreign trade statistics, accident rates and frequency, canning seasons for various products, technical advice on charting and statistical analysis of data, and the supplying of charts or slides for presentations to canner or grower groups.

KINDS OF INFORMATION REQUESTED

	1953	1954	1955	1956	1957	9 mos. 1958
	(percent of all requests)					
Marketing statistics	6	20	27	28	30	31
Pack of specific products	34	20	29	33	20	26
Industry data	5	20	13	9	15	10
Canners packing certain items	7	1	2	(a)	4	9
Statistical quality control	(b)	(b)	1	5	4	6
Containers	9	6	5	6	4	5
Raw product data	(c)	(c)	9	7	4	3
Accounting and costs	12	8	3	3	4	3
Financial and management statistics	10	3	2	2	3	2
Prices and price indexes	6	7	4	6	2	2
All other	11	15	5	1	4	3

(a) Less than 1 percent. (b) Included in Management Statistics. (c) Included in all other.

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